National Alliance BULLETIN

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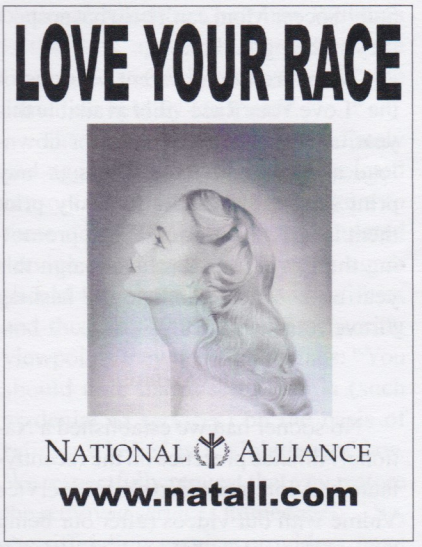
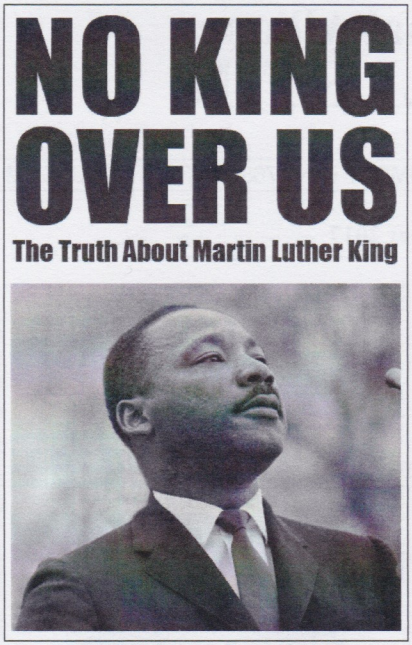


USE THE hashtag #LoveYourRace2018 to promote the National Alliance Love Your Race campaign, which takes place during the first two weeks of February, culminating on Valentine's Day. Members and supporters have a choice of two different "Love Your Race" fliers this year, both of which can be downloaded at natall.com/fliers.

January MLK Truth and February Love Your Race Campaigns

It's that time of year again for Alliance members to copy our "No King Over Us" flier and distribute it widely. Most print shops can and will use this pdf https://www.natall.com/printable/Martin_Luther_King_flier.pdf to print as many copies as are needed, even trifold them for you. This well-documented flier destroys the myth of the "saintlike" King, exposing his immoral behavior and detailing the Jewish agenda — and Communist Jewish handler — that guided his movement.

The Martin Luther King, Jr., holiday is a fraud, and the National Alliance takes the lead in exposing that fraud. Of course we can reach many more people by spreading this leaflet via social media, but putting the actual paper flier (which includes a link to our Web site) in the hands of our people can be more effective on a personal level.



The Alliance's "No King Over Us" flier is a devastating exposé of Martin Luther King. It, too, can be downloaded at natall.com/fliers

There is plenty of time for our activists to print "No King Over Us" flier prior to the big Negro holiday the weekend of 12-15 January. There is even more time to plan your mass distribution of our "Love Your Race" flier in the days leading up to Wednesday, 14 February, when our people traditionally show their feelings of love, affection and friendship: Valentine's Day.

The tremendous news coverage and controversy, and letters from the public, generated by Alliance members' effective distribution of our "Love Your race" fliers in the Quad-Cities region (straddling the Iowa/Illinois border), which we covered in the last few issues of the **BULLETIN**, demonstrates how real-world pamphleteering has a tremendous power to reach our people — and cause our people's enemies to overreact, which is a very good thing. When Jewish and "liberal" groups, and the controlled media, invert reality and say that our simple message of love is "hate" or "supremacism," even Joe Sixpack and Sally Soccer Mom can't help but suspect they're being lied to.

There are two different versions of the "Love Your Race" flier available this year, and they are available for download at http://natall.com/fliers — any print shop will be able to easily print them in mass quantities. When promoting the Love Your Race campaign this year on social media, use the hashtag #LoveYourRace2018.

Vidme: Gone

No sooner had we established a National Alliance presence on the recently-launched Internet video sharing service Vidme with our videos (after our being banned from YouTube), Vidme itself announced it was going out of business. We will find an alternative venue and do not believe Vidme's closure had any ideological basis — though YouTube's near-monopoly of their field and almost unlimited funds (they are owned by the Jews at Google) makes one wonder if money changed hands in order to make the promising startup shut down.

PayPal and Stripe: Banned

Both of the largest online commerce payment gateway services, PayPal and Stripe, have denied service to us, as have at least one credit card company —

American Express — and various shopping cart service providers that make online commerce possible. Not long after the Cosmotheist Community Church began online bookstore offerings (see https://cosmotheistchurch.org/shop/), both PayPal and Stripe denied service to this bona fide religion, founded more than 40 years ago by William Pierce. National Alliance Chairman Williams is the duly appointed Trustee of the Cosmotheist Community Church, the same title held by Dr. Pierce.

The Church responded immediately and aggressively to the self-appointed censors. The last line of our letters to these near-monopolistic, unregulated service providers (which many agree should be regulated as public utilities and thus be forbidden from censoring viewpoints they don't like) reads: "You should note that discrimination (such as denial of services) on the basis of religious belief is a violation of law. We respectfully request that you restore the removed services immediately." So, the offending service providers have been notified, and have acknowledged receipt of our letters to them. Now, if our grievance is ignored, as seems likely, it is a matter of finding a competent constitutional lawyer who will represent the Church and deal with the companies' respective legal departments firmly, in the only language they seem to understand, and continue the fight to get our services restored.

Card Holders

A two-part plastic card holder is included with this issue of the **BULLETIN** for every Alliance member. It is suitable for holding your laminated membership card in one half, and a few National Alliance business cards in the other.

Bitcoin Donations

We have now added the capability of accepting donations via the digital cryptocurrency Bitcoin. Donations need not be for a complete (and now rather expensive) Bitcoin — smaller donations of any fractional amount you choose may easily be selected. Bitcoin promises increased privacy, freedom from government or banker-induced inflation, and may prove more difficult for the censors to control. At the very least, it adds another pathway for our supporters to provide the financial lifeblood needed every day for our cause to move forward. Simply visit http://natall.com/donate for full instructions.

New Shipment of *The Turner Diaries* Arrives

To make sure that we do not run out of stock of *The Turner Diaries* before the new third edition of Dr. Pierce's classic novel can be published, we ordered, and have just received from our printer, nearly thirty cases of newly-printed copies of the second edition to hold us over.

More than 40 years after its first publication, *The Turner Diaries* continues to interest an ever-growing number of readers. Ultimately, PayPal, Stripe, American Express, and the others who have denied e-commerce services to us simply because they — or those who control them — do not approve of what we say, will fail to censor the Alliance's message. Copies of *The Turner*

Diaries are now being shipped again to eager readers around the country and the world. Copies may be obtained via postal mail for $20 in the US to our main address (shown on page one of this **BULLETIN**) or online via https://cosmotheistchurch.org/shop/

Correspondence

Greetings Chairman Will: May you and Mrs. Williams have a happy Yule and an outstanding New Year, and may the National Alliance continue to grow and prosper throughout the coming year, and for many years to come. I was very pleased to receive my National Alliance (NA) pin and membership card as well as the GANPAC pin, and I am very proud to be a member of the NA.

I was delighted to read in the latest National Alliance **BULLETIN** about the spectacular success of the nationalvanguard.org website. All the Internet sites connected to the NA are stunningly well-done and obviously driven by professionalism and talent. Even more important is the *truth* that they contain. The enemy, with all his billions, *cannot buy the truth*. He can buy newspapers and broadcast networks, he can buy congressmen and senators and presidents, but the truth is not for sale. We have the truth, and it is on our side. Sincerely, — *R.O., North Carolina*

Hello, Chairman: I have ideas of promoting the National Alliance that I've been thinking about for a while. Those ideas include printing out some of the printable fliers you have on your Web site, natall.com, and — instead of handing them out (which could cause confrontation or violence) — leave them in places like bathrooms, random areas in stores, and posting them on walls or bulletin boards. It would be a stealthy maneuver and no fingerprints involved so I wouldn't get in trouble.

Another way is through the Internet, of course. There has been a staggering amount of people who are National Socialists that have been popping up on the Internet, both men and women. They are politically active and I'm in touch with some on a light basis. I have many resources to get other young people to join the National Alliance. I have been going through ideas of making my own videos on the Internet about topics ranging from National Socialism and White Pride to traditionalism for the modern generation. I could promote it that way. Let me know your feedback. Thank you. — *J. P., New Hampshire*

Chairman Williams responds: It's exciting to see young people joining our Alliance, especially activist-minded women like yourself, J.P. By all means always spread our cards and fliers with your safety in mind, and usually with a friend, if that's possible. Speaking of possible confrontation with "authorities" over putting out National Alliance material, I plan to distribute to our activists soon a concise sheet, clearly laying out our absolute Constitutional right to distribute our still-protected speech, unpopular as it may be among those "authorities." The sheet will cite relevant case law, leaving no room for doubt. Would-be censors will often back off once they are read the law.

Making your own videos can be an excellent way of developing your skills in that medium, or, if your skills are already well-developed, of promoting the Alliance message. Keep in touch with us and we will help keep your message on track with Alliance ideology.

As Alliance Chairman I am sometimes called upon to advise members to stick to using our carefully-crafted propaganda, and *never* mix it in with other groups' literature that may send a confusing or contradictory message. White pride is implicit in our material, as is National Socialism to those with eyes to see. The word "traditionalism," however, can mean different things to different people. Some use it to mean traditional Catholicism, a world view that is opposed to that of our Alliance. Look to Dr. Pierce's advice to Alliance

members about producing and distributing material which you can find in this month's commentary section.

R.O., thank you for your compliments and good wishes for 2018, and for paying your generous dues forward for the entire year! Thanks to all of you who have already done the same for all or part of 2018 — you know who you are. Those funds give us the kind of boost we need to pay the bills and undertake new projects. Thanks to all who pay their dues each month also, and thanks also for the encouraging notes I often receive with those dues payments.

Dear Chairman Williams: Regarding your recent updates on The Land, on nationalvanguard.org, and on the legal front, let me say that you have done a great job. I'm glad you are in charge!

Too bad you didn't take over after Dr. Pierce passed away. — *S.R., Virginia*

Chairman Williams responds: Mrs. Williams wanted me to publish your note, S.R., and thank you for your appreciative words. I've got a good staff and members like you who make rebuilding the National Alliance possible.

To National Alliance: I love what I've seen from the National Alliance so far. Really appreciate being able to read and listen to the truth. I've filled out the application using my phone and emailing it in. I hope this is okay.

I'm mailing my fees right now. Just wanted to touch base and let you know I'm sending more money than I put down on the form. I'm sending the $25 for application fees and an additional $125. I would like $100 to go towards my minimum yearly dues and $25 towards two *Building a New White World* booklets and business cards.

I apologize in advance if this makes things difficult on your end. If the fees come in on your end and aren't able to get connected with the application I've emailed in that's okay. Consider it a donation. Thanks. Take care. — *K.L., Canada, via Correspondence Secretary Vanessa Neubauer*

Chairman Williams responds: K.L., I finally received your printed out, signed membership application here at the National Office, and in time to mail you your membership card and pin last month along with everyone else's. But that was a couple of weeks after you had paid your fee/dues online. Our Correspondence Secretary did forward your notes, but they didn't arrive at the same time as your application.

Yes, things were made difficult on my end because we had never received a membership application by telephone. Our natall.com site says: "Become a member: Download and print a membership application [hyperlinked]. Fill it out, then mail it to: National Alliance, Box 172, Laurel Bloomery TN 37680 USA. (online application form coming soon)." Until now, very Alliance member except you has joined the old-fashioned way, by mailing the application and payment, made out to National Alliance, as instructed, and payments included for orders of materials kept separate from dues/donations.

Sometime soon we will invite online applications, but even then I'll need a valid postal address so we can then snail mail new members our confidential membership survey, Life Rune lapel pin, and membership card. We have smart people upgrading our Web presence; we will soon get it worked out for aspiring Alliance members who do everything these days through their computers and smart phones. It's time.

Any email for the National Office dealing with membership and finances should be directed to myself at alliancechairman@natall.com or to Lana

Williams at businessoffice@natall.com.

Dear Will: I'm planning to distribute the National Alliance "Love Your Race" flyer on Valentine's Day. The original flier with the White woman with long, flowing hair is the one I want to use, which can be found at https://nationalvanguard.org/video/NA-love-your-race-english01.pdf

I would be interested in paying you to print between 500-1,000 copies, plus postage. Would it be possible to print on the back side, "It's okay to be White" in large, bold letters? Respectfully, — *J.M., California*

Chairman Williams responds: Thanks for helping the Love Your Race campaign! We can fill a specific order for leaflets if given enough lead time, but it is difficult because we can't print them in-house and don't have sufficient staff to handle the extra logistics anywhere near as quickly as your local print shop could. I'll talk to you about filling this order if you are unable to have the fliers printed locally from the pdf files we provide here: https://natall.com/fliers

As for "It's okay to be White" — with all due respect to the good folks who came up with that campaign (and they may well have used our campaign as a model), to me that's a wimpy slogan. It's like saying "Whites are really not bad people." We should always operate from a position of strength and confidence. "It's great to be White!" is a better slogan, but really there is no need at all to dilute or add to the Love Your Race message. Best to keep it pure. (Our Northeast National Alliance members can stamp their local Post Office Box address on their fliers as a point of contact, but everyone else should just use the fliers as is.)

Commentary by Chairman William White Williams

National Alliance Propaganda

Dr. Pierce wrote the following to National Alliance members in 1993.

It is a good time for members to review what he wrote to us then, and for National Alliance leaders to incorporate his general principles in new guidelines for members as we reach out to our people in the age of the Internet:

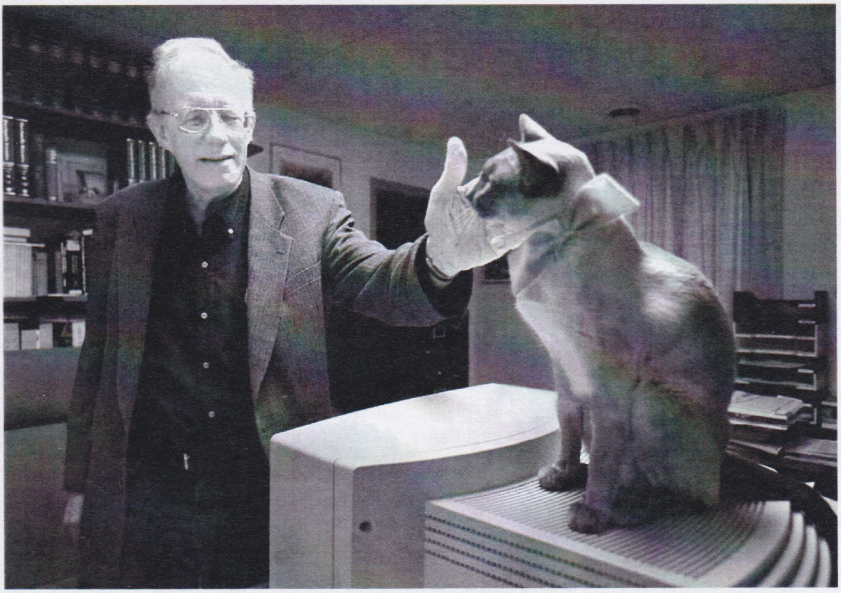
Propaganda is any communication intended to attract attention or to persuade, as opposed to communication intended only to inform (or to entertain). An example of the former is virtually any political speech, any television "documentary" program, or any advertisement; an example of the latter is a weather report or a listing of closing prices on the stock exchange. (There is very little entertainment these days which has no propaganda content.)

Propaganda may be entirely truthful (like our *Who Rules America?* document on media control), or it may consist mostly of falsehood and exaggeration (like the official Jewish "Holocaust" story). To be effective propaganda, it needs only to be persuasive.

Revolutionary terrorism is a form of political propaganda ("propaganda of the deed"); its purpose is not to destroy lives or property, but rather to persuade a populace that the government currently in power cannot protect them or maintain order.

Our propaganda cannot be terroristic, because we are not prepared to wage war with the government's military and police forces; and it cannot be untruthful, because, unlike the "Holocaust" propagandists with their near-monopoly control over the mass media, we must be prepared to stand up to contradictory propaganda and prove every assertion we make if we are to have credibility.

With these constraints, however, our propaganda must use every available medium for attracting the



William Pierce in his office with his beloved cat Hadley.

attention of White men and women and persuading them that the existing power structure is terminally corrupt and does not represent their interests; that it is to an unacceptable degree under the influence of a profoundly alien race, the Jews; that the ideologies promoted by this alien race and institutionalized in the policies of the power structure are perverse, depraved, and socially, culturally, and racially destructive; that the course being followed by the present power structure leads inevitably to the destruction of our race; that it is possible to overthrow this power structure, end Jewish influence, and halt our march toward extinction; that it is the obligation of every White man and woman to participate in the effort to do so; that the National Alliance program provides the only realistic and feasible plan of action toward this end; that, furthermore, the National Alliance world view is the most natural and healthy one for our people; and that it is a world view which can put them back in touch with their roots, give meaning and purpose to their lives, and lead them toward a bright, progressive, and glorious future.

For each medium we use to propagate our message, we have two tasks: the creation of the message in forms suited to the medium, and the development of facilities necessary for the effective utilization of that medium.

For example, to use the various print media, we must formulate our message (usually some small part of it) in the appropriate textual form, and we must either have available or develop the means to reproduce and distribute that text. More specifically, to use a leaflet, say, as a medium we need a writer to write the text and a designer to plan exactly how that text will appear on the leaflet: headline, type size and style, graphics (illustrations), etc. The writer and the leaflet designer may sometimes be the same person.

After the leaflet has been written and designed, we must carry out the task of reproducing and distributing it. This requires creating a prototype, printing the required number of copies, and then putting those copies into the hands of the people we want to persuade. The special nature of our message requires that we have in our own hands the means for creating prototypes, which in the case of a leaflet means nothing more than a computer, a laser printer, and a computer operator with desktop publishing expertise. Whether we produce the leaflet in our own print shop or use a

commercial print shop depends on the sustained volume of printing we need and several other factors; the question is primarily an economic and logistic one at this time, when there are thousands of commercial printers in the United States able and willing to print anything we need: leaflets, stickers, posters, books, magazines, etc.

The task of distribution may be done in various ways: by mailing individual copies to names on a mailing list, by shipping quantities of the leaflet to one or more regional centers for hand distribution by members, etc. If our members are to distribute them by hand, then we must have strong enough local organizations to get groups of members out on the street on demand. If we use mass mailing for distributing our leaflets, we must have — or have access to — equipment for generating mailing labels from mailing lists. If we are mailing more than a few thousand pieces at one time we must have — or have access to — machinery for folding, inserting, sealing, and labeling. In any case, we must have the facilities and the expertise to carry out the distribution effectively.

Similar considerations apply to other media. For each medium we use, we must have the personnel and the expertise to create a prototype, whether a leaflet (writer, designer, desktop publishing equipment, and operator), a cartoon book (writer, designer, artist), a radio program (scriptwriter, announcer, recording studio, and engineer), or a video program (scriptwriter, announcer, actors, video studio and engineer, set designers and builders, stage hands). We must also have the capability to reach the public through the medium in question, whether we use our own resources entirely or rely in part on commercial facilities: print shops, radio broadcasting stations, mass mailing machinery, etc.

Propaganda is an ongoing enterprise. Each new leaflet or sticker or radio program may begin as a separate inspiration, but for that inspiration to be realized and serve our purpose effectively the propaganda infrastructure — all of the expertise and manpower and facilities — must be in place.

Assembling personnel, developing expertise, and acquiring facilities is primarily a National Office task. All propaganda prototypes, in every medium, originate in the National Office. Members outside the National Office provide a reservoir of manpower, talent, and experience on which the National Office can draw. They also participate directly in the task of propagating our message by putting up our stickers, handing out our leaflets and pamphlets, distributing our catalogs, calling the public's attention to our radio programs, playing our audio or video recordings for groups of interested people, installing and managing local telephone message services, and serving as conduits for the distribution of our materials to segments of the public to which they have access: For example, getting our cartoon books into the hands of high school students or selling books such as *The Turner Diaries* or *Hunter* at gun shows.

In reading that today, 25 years later, so many conditions have changed — remember, those were the pre-Internet days, when the National Office and staff all worked together in the same facility, and membership numbers were peaking. But certain fundamentals Dr. Pierce lays out for National Alliance members about producing Alliance propaganda, and about getting it into the hands of our people, remain the same.

We must always tell the truth to our people and be prepared to defend every assertion we make, if we are to be credible. A couple of the letters we publish in this month's **BULLETIN** mention the importance — and the attraction — of our telling the truth.

The natural, unvarnished truths of Dr. Pierce's world view was what attracted me to him and to the Alliance back in 1991, and attracted Kevin Strom nearly 10 years earlier. Ever since then, I have thoroughly enjoyed defending every assertion of our Alliance's radical world view and challenging White people to name a more realistic and feasible plan than the one that Dr. Pierce laid out for us. They can never name one. Never. Because there isn't one. The National Alliance world view is the most natural and healthy one for our people. Fact!

W. W. W.